

Building Market Channels for Local Food in the North Carolina High Country

Overview

In 2021, Appalachian State University's ATP fellows are first-year undergraduates enrolled in Watauga Residential College, a living learning community. We partnered with Blue Ridge Women in Agriculture, a small, woman-led nonprofit, to help develop a new market channel called the Local "Food As Medicine," or LocalFAM, food box program. Each week, our class assembled LocalFAM boxes of fresh, organic produce grown by local farmers, which were then donated to food insecure households in the community.



Impact

Over the course of 12 weeks:

- Assembled **600** LocalFAM boxes
- **4,400** pounds of fresh, organic produce
- **\$17,427** went back to local farmers



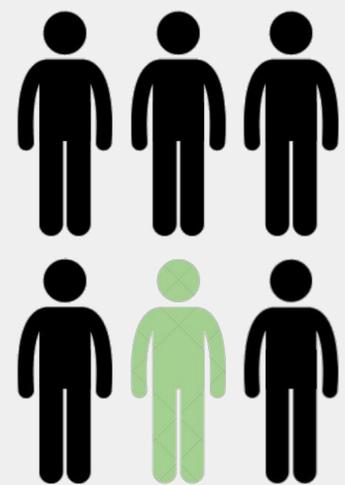
Community Stakeholder Testimonials

“Making this program a more reliable source of income for farmers... has huge ripple effects. It contributes to making the local economy more stable, increasingly localizing food systems, making food systems more sustainable, and getting people more nutritious food”.

-Jess McClelland, BRWIA

“We really love and trust these nonprofits to be enacting these programs for the people that need it, and that it's all done in a really dignified and respectable way.”

-Kara Dodson, LocalFAM Farmer



1 in 6 Individuals in the High Country are Food Insecure

Sam Springs, BRWIA